



Marketing Specialist

Location: Remote (with 3-4 in person team meetings per year)
Reports To: Managing Director, Operations & People
Type: Full-Time (Exempt)

Position Overview

The Marketing Specialist supports Exponent Philanthropy's communications and marketing efforts, with primary responsibility for the day-to-day creation, production, and distribution of engaging content across digital channels. This role combines strong writing and content creation skills with graphic design, email marketing, social media, website management, and digital analytics.

The Specialist works collaboratively with the Knowledge, Advancement, and Operations teams to translate organizational priorities into compelling content that engages members, promotes programs and resources, and strengthens Exponent Philanthropy's brand and reach. The position also plays an important role in supporting the organization's upcoming website redesign and ongoing digital improvements, serving as a connector across teams and helping bring our communications, priorities, and stories together in a cohesive digital presence.

Organization Overview

Exponent Philanthropy is the network built specifically for funders who operate lean and think big. With nearly 1500 members representing every corner of the U.S., we are a nationwide network of community connected philanthropy leaders. Exponent connects foundations, philanthropic families and individual donors with the peers, practical resources, relevant learning and trusted expertise they need to strengthen their practice and amplify their impact to benefit the communities they serve. Since our founding nearly 30 years ago, our work has focused on amplifying and increasing the impact of lean funders and transforming communities through informed giving.

Key Responsibilities

Content Creation & Digital Storytelling

- Create, edit, and publish engaging content for social media, email, web, newsletters, podcasts, video, and other digital channels.
- Develop and maintain a content and editorial calendar.
- Produce the biweekly member newsletter and other recurring email communications.
- Repurpose and promote existing Exponent content, including blogs, publications, podcasts, articles, and member resources.

- Create short-form video and other multimedia content as needed.
- Support the development of content and campaigns that advance organizational priorities and engage members and key audiences.

Social Media & Audience Engagement

- Manage day-to-day social media content, scheduling, publishing, and engagement.
- Promote Exponent programs, publications, events, podcasts, and other initiatives across social channels.
- Develop creative approaches to increase audience engagement and reach.
- Monitor social media performance and maintain regular reporting on key metrics.
- Engage with members, partners, and other key stakeholders through social media.

Digital Marketing & Email

- Develop and execute digital marketing campaigns in partnership with Knowledge and Membership colleagues.
- Build, code, test, segment, and send email campaigns using Mailchimp and HTML.
- Use audience data, testing, and analytics to improve email performance and engagement.
- Support digital advertising and audience acquisition efforts, including social media advertising.
- Produce and manage quarterly corporate partner communications and ensure appropriate partner recognition across digital channels.

Graphic Design & Multimedia

- Create digital graphics and marketing materials using Canva and Adobe Illustrator.
- Maintain visual consistency and brand standards across digital communications.
- Provide basic video editing and multimedia production support.
- Collaborate with colleagues to develop creative assets for campaigns, programs, events, and other initiatives.

Website & Digital Platforms

- Manage day-to-day website updates, including posting programs, job opportunities, resources, and other content; making minor edits and troubleshooting basic issues.
- Support content management and publishing across digital platforms, including Salesforce, YouTube, Vimeo, and Podbean.
- Use basic HTML and other digital tools to support website and email production.
- Participate in Exponent's upcoming website redesign, helping organize, migrate, create, and maintain digital content and supporting the transition to the new site.

Measurement & Continuous Improvement

- Track and report on social media, email, website, and other digital communications metrics.
- Identify trends and opportunities to improve content performance, audience engagement, and digital reach.
- Use data and audience insights to inform content and marketing decisions.

Special Projects

- Manage digital communications components of special initiatives, including the Outsized Impact Awards nominations, voting, and recognition campaign.
- Support the CEO's social media presence and digital communications as needed.
- Collaborate with the Advancement team to ensure funders, sponsors, and partners receive appropriate recognition.
- Support other communications and marketing initiatives as assigned.

Equity Learning & Professional Development

- Participate actively in organizational learning and training related to diversity, equity, and inclusion.
- Pursue ongoing professional development to strengthen digital communications, content creation, and equity-centered communications practices.
- Apply learning to the role, department, and organization.

Qualifications

The ideal candidate will:

- Have 3-5 years experience in marketing or communications
- Be an excellent writer, editor, and storyteller with strong attention to detail.
- Highly competent in Microsoft Office and G-Suite.
- Have experience creating content for social media, email, web, and other digital channels.
- Be comfortable working across Canva, Adobe Illustrator, Mailchimp, Salesforce, basic HTML, Wordpress and digital publishing platforms.
- Have strong visual instincts and an understanding of brand consistency.
- Be curious about data and comfortable using analytics to improve content and engagement.
- Be organized, responsive, and able to manage multiple deadlines and competing priorities.
- Be comfortable learning new technologies and digital tools.
- Self-starter with excellent organizational skills; must be self-reliant and initiative-driven, while still being an effective and collaborative team member.
- Have an interest in philanthropy and a commitment to Exponent Philanthropy's mission, values and [ways of being](#).
- Be a collaborative, creative, and entrepreneurial team member.
- Committed to continued personal growth in diversity, equity, inclusion
- **MUST be available to travel to Portland, Oregon November 9-13, 2026**

We seek bright, highly collaborative, ethical, intellectually curious colleagues who are enthusiastic about connecting and serving our members. Our team members are passionate about [our mission and core values](#) and believe strongly in the power of philanthropy to transform communities. They have an entrepreneurial spirit, strong problem-solving skills, and work together to achieve individual and shared goals. Our members come from all walks of life and so do we. We are proud to hire great people from a wide variety of backgrounds because we believe it makes our organization stronger. If you share our values and our enthusiasm, you will find a home at Exponent Philanthropy.

U.S. Work Authorization: This position may be performed remotely within the United States. Candidates must be legally authorized to work in the U.S. and able to maintain U.S.-based employment. At this time, Exponent Philanthropy is unable to provide visa sponsorship or support international employment arrangements.

Compensation

This position reports to the Managing Director of Operations & People and is a full-time, exempt position that will be compensated in the \$70,000 – \$75,000 salary range. Exponent Philanthropy employees receive access to a variety of benefits, from comprehensive healthcare to a robust 401k program, generous vacation policy, and more, designed to support the health and well-being of our staff.

How to Apply

Please send your cover letter and resume to: hr@exponentphilanthropy.org and in the subject line write: **Marketing Specialist Application. In the body of the email clearly state you are available to travel to Portland for our annual conference November 9-13, 2026 and are comfortable with the salary range.**

Applications will be accepted on a rolling basis, with review beginning immediately. **Candidates who apply by September 30, 2026 will be prioritized;** applications received after that date may not be reviewed. We aim to fill this role as quickly as our capacity allows, with the goal of having someone onboard in time to join us at our Annual Conference in Portland, Oregon.

****A Note on AI and Your Application**

We use AI internally for certain administrative and operational tasks, but we believe strongly in preserving the human element of hiring. Every resume and cover letter submitted to us will be read by a person, not an algorithm.

In that same spirit, we ask that you do not use AI to generate your cover letter based on the job description. We're genuinely interested in getting to know you: your voice, your experience, and how you communicate in your own words. Authentic, individually written applications will always stand out to us.

Equal Opportunity Employer

Exponent Philanthropy is committed to fostering a diverse, equitable, and inclusive environment. We are proud to be an equal opportunity employer. Our organization recruits, hires, trains, and promotes persons in all job titles without regard to race, color, religion, national origin, sexual orientation, marital status, personal appearance, familial status, family responsibilities, matriculation, political affiliation, source of income, place of business or residence, pregnancy, childbirth, gender or age (except where gender or age is a bona-fide occupational qualification, as defined by law), genetic information, or physical or mental disability (except where the disability prevents the individual from being able to perform the essential functions of the job and cannot be reasonably accommodated in full compliance with the law).

One of our main priorities is to create an inclusive culture where all forms of diversity are seen as real value for our staff, board, members and those we serve. Many of the greatest ideas come from a diverse mix of minds, backgrounds and experiences, and we are committed to cultivating an inclusive environment.